



WCPO

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ORDER

Print Date 10/24/12

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Flight Dates 10/25/12-11/05/12

Contract / Revision 315725 /

Original Date / Revision
10/24/12 10/24/12

Advertiser Thomas Peterffy

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

Thomas Peterffy

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1548

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	6	\$11,135.00	\$13,100.00	0.00	10/01/12	10/28/12	6	\$11,135.00	\$13,100.00
November 2012	24	\$52,360.00	\$61,600.00	0.00	10/29/12	11/05/12	24	\$52,360.00	\$61,600.00
Totals	30	\$63,495.00	\$74,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	10/25/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	1:00	2	\$1,800.00	P-1	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	MTWTF--		2				\$1,800.00		0.00			
		Week: 11/01/12	11/07/12	M--TF--		2				\$1,800.00		0.00			
E 2	WCPO	10/25/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	1:00	3	\$1,800.00	P-1	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	MTWTF--		3				\$1,800.00		0.00			
		Week: 11/01/12	11/07/12	M--TF--		2				\$1,800.00		0.00			



WCPO

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Contract / Revision 315725 Flight Dates 10/25/12-11/05/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser Thomas Peterffy

Product Thomas Peterffy

Estimate # 1548

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WCPO	10/25/12	11/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	1:00	2	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/12	10/31/12	MTWTF--		2				\$1,500.00		0.00			
	Week:	11/01/12	11/07/12	M--TF--		2				\$1,500.00		0.00			
E 4	WCPO	10/25/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	1:00	2	\$4,000.00	P-2	0.00	NM	5	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/12	10/31/12	MTWTF--		3				\$4,000.00		0.00			
	Week:	11/01/12	11/07/12	M--TF--		2				\$4,000.00		0.00			
E 5	WCPO	10/25/12	11/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	1:00	2	\$3,000.00	P-2	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/12	10/31/12	MTWTF--		2				\$3,000.00		0.00			
	Week:	11/01/12	11/07/12	M--TF--		3				\$3,000.00		0.00			
E 6	WCPO	10/25/12	11/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	1:00	2	\$3,000.00	P-2	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/12	10/31/12	MTWTFSS		3				\$3,000.00		0.00			
	Week:	11/01/12	11/07/12	M--TFSS		2				\$3,000.00		0.00			
7	WCPO	10/28/12	10/28/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/12	10/31/12	-----S		1				\$900.00		0.00			
8	WCPO	10/28/12	10/28/12	SU 9-10a SU9-10a	CM	9-10a	-----S	1:00	1	\$1,600.00	P-8	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/12	10/31/12	-----S		1				\$1,600.00		0.00			
Totals														30	\$74,700.00